

WFLX

ORDER

Flight Dates 10/30/12-11/06/12

Order Sep 00:15:00

Contract / Revision 840405 /

Original Date / Revision 10/24/12 10/24/12

Advertiser Florida Democratic Party

Agency Dudley Media

Buying Contact

919 Catherine Street
Philadelphia, PA 19147

Product FL Dem Party (Sachs, Bruno, Smith

Agency Com 15%

Billing Contact

919 Catherine Street
Philadelphia, PA 19147

Sales Office H-DC

Sales Region National

Agency Ref

Estimate #

Alt Order # 06393970

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Candid

Product Codes PL500

Priority P 2

Advertiser Ref

Primary Account Executive
Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
DFLX	%	
WFGC	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPTV	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	24	$4,721.75	$5,555.00	0.00
Totals	24	$4,721.75	$5,555.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	24	$4,721.75	$5,555.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
E 1	WFLX	10/30/12	11/02/12	MORNING NEWS 8A FOX 29 MORNING NEWS	Comm	8-9A	-TWTF--	:30	4	$100.00	P 2	0.00	NM	4	$400.00
E 2	WFLX	11/05/12	11/06/12	MORNING NEWS 8A FOX 29 MORNING NEWS	Comm	8-9A	MT-----	:30	2	$100.00	P 2	0.00	NM	2	$200.00
E 3	WFLX	10/30/12	11/02/12	MAURY 9A MAURY POVICH	Comm	9-10A	-TWTF--	:30	4	$130.00	P 2	0.00	NM	4	$520.00

Line E 1:

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/29/12	11/04/12	-TWTF--	4	$100.00	0.00

Line E 2:

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	11/05/12	11/11/12	MT-----	2	$100.00	0.00

Line E 3:

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating

FOX 29

WFLX

Contract / Revision **840405** Flight Dates **10/30/12-11/06/12** Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12 Order Sep 00:15:00

Advertiser **Florida Democratic Party** Product **FL Dem Party (Sachs, Brun** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Amount
E 3	WFLX	10/30/12	11/02/12	MAURY 9A MAURY POVICH	Comm	9-10A	-TWTF--	:30	4	$130.00	P 2	0.00	NM	4	$520.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 10/29/12	11/04/12	-TWTF--	4	$130.00	0.00									
E 4	WFLX	11/05/12	11/06/12	MAURY 9A MAURY POVICH	Comm	9-10A	MT-----	:30	2	$130.00	P 2	0.00	NM	2	$260.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 11/05/12	11/11/12	MT-----	2	$130.00	0.00									
E 5	WFLX	10/30/12	11/02/12	FOX 29 NEWS FIRST A FOX 29 NEWS FIRST AT	Comm	4-430P	-TWTF--	:30	4	$100.00	P 2	0.00	NM	4	$400.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 10/29/12	11/04/12	-TWTF--	4	$100.00	0.00									
E 6	WFLX	11/05/12	11/05/12	FOX 29 NEWS FIRST A FOX 29 NEWS FIRST AT	Comm	4-430P	1------	:30	1	$100.00	P 2	0.00	NM	1	$100.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 11/05/12	11/11/12	1------	1	$100.00	0.00									
E 7	WFLX	10/30/12	11/04/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	-TWTFSS	:30	6	$525.00	P 2	0.00	NM	6	$3,150.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 10/29/12	11/04/12	-TWTFSS	6	$525.00	0.00									
E 8	WFLX	11/05/12	11/05/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	1------	:30	1	$525.00	P 2	0.00	NM	1	$525.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 11/05/12	11/11/12	1------	1	$525.00	0.00									
													Totals	24	$5,555.00

NAB BROADCASTERS

AGREEMENT FORM FOR POLITICAL BROADCASTS

STATION and LOCATION WFLX-TV. West Palm Beach FL Date 10-26-12

I, Dudley Media (on behalf of) Florida Democratic Party

A legally qualified candidate of the Democratic political party for the office of

Fla. State Senate

In the General election to be held on 11-6-12 do hereby request station time as follows:

Length of Broadcast	Time of Day, Rotation or Package	Days	Class of time	Times per Week	No. of Weeks	Rate
		- See Attached -			WFLX #835036	10051.25
					WFLX #840405	4721.25

Date of First Broadcast	Date of Last Broadcast
10-30-12	11-6-12

Total Charges: $ 14,772.50 net

The broadcast time will be used by Florida Democratic Party - Sachs/Braun/Smith

I represent that the payment for the above-described broadcast time has been furnished by Florida Democratic Party - Sachs/Braun/Smith

And you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is ( ) a corporation; ( ) a committee; ( ) an association; of ( ) other unincorporated group. The names and offices of the chief executive officers of the entity are:

Alma Gonzalez, Treasurer

I agree to indemnify and hold harmless the station from any damages of liability, including reasonable attorney's fees that may ensue from the performance of the above-stated broadcast. For the above-stated broadcast I also agree to prepare a script or transcription, which will be delivered to the station at least ________ Before the time of the scheduled broadcast. (*Note: the two preceding sentences are not applicable if the candidate personally appears during the broadcast.*) The station has disclosed to me it political advertising policies including; applicable class and rates; and discounts, promotional and other sales practices. (*Note: The preceding sentence may be deleted*). The purchase of the time described herein is controlled, approved or authorized by the candidate or hi/her authorized committee. (*Note: the preceding sentence applies only to candidates for non-federal office*).

Date 10-26-12 [signature]

(Candidate or Agent) Bob Dudley

☒ Accepted ☐ Rejected By [signature] Title GM

This request whether accepted or rejected, will be available for public inspection for a period of two years.



PAID POLITICAL BROADCAST AVAIL REQUEST

TO:	John Heislman	**STATION:**	WFLX
FROM:	Will Hildebrandt	**HRP OFFICE:**	WASHINGTON, DC

REQUEST RECEIVED FROM **DATE:** 9-20-12

BUYER:	Bob Dudley
AGENCY:	Dudley Media
ADDRESS:	919 Catharine Street, Philadelphia PA 19147
PHONE #:	215 923 8812
FAX #:	
OTHER:	

AVAILS FOR

COMMITTEE:	Florida Democratic Party: Sachs, Bruno, Smith
CHAIRPERSON:	
TREASURER:	Alma Gonzlez
ADDRESS:	214 Bronough St Tallahassee, FL 32301
PHONE #:	850 222 3411
FAX #:	
OTHER:	

FOR

CANDIDATE:	Sachs, Bruno, Smith
OFFICE:	State Senate
PARTY:	Democrat

DAYPARTS:	All
SCHEDULE DATES:	As Ordered
COMMERICAL LENGTH:	:30
PROGRAMS:	All
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	

HRP FORM #0141



PAID POLITICAL BROADCAST AVAIL REQUEST

TO:	John Heislman	**STATION:**	WFLX
FROM:	Will Hildebrandt	**HRP OFFICE:**	WASHINGTON, DC

REQUEST RECEIVED FROM **DATE:** 9-20-12

BUYER:	Bob Dudley
AGENCY:	Dudley Media
ADDRESS:	919 Catharine Street, Philadelphia PA 19147
PHONE #:	215 923 8812
FAX #:	
OTHER:	

AVAILS FOR

COMMITTEE:	Maria Sachs
CHAIRPERSON:	
TREASURER:	
ADDRESS:	14812 South Military Trail Delray Beach, FL 33445
PHONE #:	
FAX #:	
OTHER:	

FOR

CANDIDATE:	Maria Sachs
OFFICE:	State Senate
PARTY:	Democrat

DAYPARTS:	All
SCHEDULE DATES:	As Ordered
COMMERICAL LENGTH:	:30
PROGRAMS:	All
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	

HRP FORM #0141



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TO:	John Heislman	**STATION:**	WFLX
FROM:	Will Hildebrandt	**HRP OFFICE:**	WASHINGTON, DC

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BUYER:	Bob Dudley
AGENCY:	Dudley Media
ADDRESS:	919 Catharine Street, Philadelphia PA 19147
PHONE #:	215 923 8812
FAX #:	
OTHER:	

AVAILS FOR

COMMITTEE:	Frank Bruno
CHAIRPERSON:	
TREASURER:	
ADDRESS:	Po Box 2005 Daytona Beach, FL 32115
PHONE #:	386 341 2021
FAX #:	
OTHER:	

FOR

CANDIDATE:	Frank Bruno
OFFICE:	State Senate
PARTY:	Democrat

DAYPARTS:	All
SCHEDULE DATES:	As Ordered
COMMERICAL LENGTH:	:30
PROGRAMS:	All
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	

HRP FORM #0141



PAID POLITICAL BROADCAST AVAIL REQUEST

TO:	John Heislman	**STATION:**	WFLX
FROM:	Will Hildebrandt	**HRP OFFICE:**	WASHINGTON, DC

REQUEST RECEIVED FROM **DATE:** 9-20-12

BUYER:	Bob Dudley
AGENCY:	Dudley Media
ADDRESS:	919 Catharine Street, Philadelphia PA 19147
PHONE #:	215 923 8812
FAX #:	
OTHER:	

AVAILS FOR

COMMITTEE:	Chris Smith
CHAIRPERSON:	
TREASURER:	
ADDRESS:	1740 Northwest 3rd court Fort Lauderdale, FL 33311
PHONE #:	
FAX #:	
OTHER:	

FOR

CANDIDATE:	Chris Smith
OFFICE:	State Senate
PARTY:	Democrat

DAYPARTS:	All
SCHEDULE DATES:	As Ordered
COMMERICAL LENGTH:	:30
PROGRAMS:	All
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	